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by Jeremy Ring : **We Were Yahoo!: From Internet Pioneer to the Trillion Dollar Loss of Google and Facebook**

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PDF-9c437 | Only someone from the corporate inside could explain how Yahoo!—one of the greatest brands in corporate history—could rise to the greatest height ever seen in American business...and then crash into oblivion. For anyone paying attention, the beginning of the end for Yahoo! began with decisions made by the first team of executives while the company was on its way up, which set the stage for ho... *We Were Yahoo!: From Internet Pioneer to the Trillion Dollar Loss of Google and Facebook*

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